SMG 3215.2

FDA STAFF MANUAL GUIDES, VOLUME III - GENERAL ADMINISTRATION

INFORMATION RESOURCES MANAGEMENT

INTERNET/INTRANET WEB SITE MANAGEMENT

ARCHIVING AND UNPUBLISHING WEB CONTENT POLICY

Effective Date: 03/23/2017

1. PURPOSE

The purpose of this document is to establish Agency-wide policies and guidelines for archiving and unpublishing web content on FDA.gov and FDA's intranet site. The purpose of this policy is to (1) ensure current and accurate information is available on FDA's websites, and (2) ensure compliance with FDA and National Archives and Records Administration (NARA) guidelines for record retention. Specifically, this document addresses:

- Policy for archiving content on FDA.gov and FDA's intranet sites.
- Policy for unpublishing content on FDA.gov and FDA's intranet sites.

This policy is intended to enhance compliance with the overall records management strategy for the agency.

2. BACKGROUND

FDA maintains FDA.gov and the intranet sites to disseminate current and accurate information, provide opportunities for collaboration and, in the case of FDA.gov, communicate with stakeholders. Website visitors may act or make consequential decisions based on information on the sites.

The agency's web content includes copies of records produced by FDAcenters and program offices, such as reports, guidelines, policies and procedures. All web content is considered to be non-record material.

Centers and program offices are responsible for maintaining official records in accordance with current FDA recordkeeping policies.

Archiving and unpublishing web content supports the agency's Records Management Program, and FDA Records Retention Schedules specify retention requirements for both official records and web content.

3. DEFINITIONS

A. Archive: Location where content removed from the web content management system is stored. For FDA.gov, archived content can be accessed in a publicly available repository.

B. Content lifecycle and governance schedule: A schedule developed and approved by FDA's Web Governance Council for archiving and unpublishing web content by content type. The schedule includes criteria for identifying rarely used content.

C. Unpublish: To remove content from the web content management system, so that it no longer appears on FDA.gov or the FDA's intranet site.

D. Web content management system (WCMS): A software application for managing and publishing web content.

4. POLICY

It is FDA's policy to provide current and accurate information on FDA.gov and the FDA's intranet sites. Outdated and/or rarely used web content are archived and unpublished consistent with the content lifecycle and governance schedule . FDA records management requirements state that information posted on FDA.gov and the FDA's intranet sites constitute information or access copies and should be managed in accordance with programmatic needs, while official records are maintained in an official record-keeping system in accordance with the retention periods authorized by National Archives and Records Administration (NARA). Once an official record has been disposed of in accordance with its record schedule, all copies of the information should be disposed of.

For more information regarding the FDA Record Controls Schedule, contact your Center/Office Assistant Records Liaison Officer.

A. Retention of Unpublished Content

Content managers can unpublish web content as part of a content review process or automatically, by setting an unpublish date in WCMS. When

content is unpublished, it will be stored for one year in the FDA WCMS. After one year, this content will automatically be permanently deleted from the WCMS along with related metadata.

B. Point in Time "Snapshots"

A copy of FDA.gov website content (e.g.,text, images, forms, documents, links, etc.) will be taken quarterly. These snapshots are accessible by the public at FDA.gov. These snapshots are not official records as they only contain the information that was on FDA.gov on the date of the snapshots.

C. Website Management Records

For guidance on the retention of these records, consult the FDA Records Control Schedule.

D. Freedom of Information Act (FOIA)

Unpublished content will be retained in the WCMS for one year from the unpublished date. Thereafter,unpublished content must be requested via the FOIA Request Process.

5. RESPONSIBILITIES

A. FDA Chief Information Officer (CIO)

As the FDA Chief Archivist, the CIO establishes the Agency-wide policies and procedures for web content records, including archiving and unpublishing content, and ensures that web content is effectively maintained.

B. Assistant Records Liaison Officer (ARLO)

Provides records management guidance to web content owners and managers; ensures that official copies of the web content created in WCMS is filed and maintained in the Electronic Records Management System throughout its life cycle in accordance with Records Control Schedules approved by NARA; and ensures that unpublished web content is disposed of when it reaches its disposition date.

C. FDA Records Officer

Provides records management guidance to the website management staff, ARLOs, and web content owners/managers; develops records control schedules for unpublished web content and other website-related records,

working with website managers and ensures the implementation of the policy that has been approved by NARA.

D. FDA Web and Digital Media Staff, Office of External Affairs (OEA)

Capture quarterly “snapshots” of FDA.gov. Provide criteria, guidelines, and web metrics to assist centers and program offices in archiving and unpublishing web content.

E. Content Owners

Provide content to the Center’s or Office’s web team for posting; conduct ongoing reviews for web content to determine viability; provide their web team with information required to update, archive, or unpublish content; implement records management requirements in coordination with appropriate Center/Office ARLOs.

F. Web Team Content Managers

Use the WCMS to post and update content provided by the Center or Office content owners; provide content owners with reports and other information needed to conduct content reviews; archive content through the WCMS archive process; unpublish content through the WCMS unpublish process.

G. Office of Information Management and Technology (OIMT)

Provides administrators for the web content management system; maintains unpublished content versions and metadata for a period of one year in the WCMS; as requested, provides copies of unpublished content and associated metadata to content owners.

6. REFERENCES

36 Code of Federal Regulations (CFR), Chapter 12, Subpart B -- Electronic Records Management. 2006. Establishes the basic requirements related to the creation, maintenance, use, and disposition of electronic records. http://www.ecfr.gov/cgi-bin/retrieveECFR?gp=1&SID=eca87b8839877151073ccf7773982522&ty=HTML&h=L&mc=true&n=pt36.3.1236&r=PART#sp36.3.1236.b

NARA Guidance on Managing Web Records. 2005. Assists agency staff in properly managing web records. http://www.archives.gov/records-mgmt/policy/managing-web-records-index.html

Context for Electronic Records Management (ERM). 2000. Specifies the records management and information technology [IT] terminology associated with Electronic Recordkeeping (ERK). http://www.archives.gov/records-mgmt/initiatives/context-for-erm.html

7. EFFECTIVE DATE

The effective date of this guide is March 23, 2017.

8. Document History - SMG 3215.2, Archiving and Unpublishing Web Content Policy

STATUS (I, R, C)	DATE APPROVED	LOCATION OF CHANGE HISTORY	CONTACT	APPROVING OFFICIAL
Initial	03/13/2008	N/a	OC/OMOIM	FDA Chief Information Officer
Change	08/01/2013	2.References, first URL	OEA/WDMS	Janet Elicker, OEA/WDMS
Revision	03/21/2017	N/a	OO/OIMT	Todd G. Simpson, FDA Chief Information Officer

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